

Director of Communications



Job description

Effective Date: 2025-26 (Revised annually)

Line Manager: The Principal

Supervisory Responsibility: TBC

Working Hours: 7.15 am to 3:00 pm. There is an expectation to attend team/school meetings, these will not exceed 20 hours per academic year. In addition to this, all employees should attend whole school staff meetings every term. You will not be paid extra for attending meetings listed above as this time has been included in your remuneration.

Annual Leave: 8 weeks holiday per annum to be taken as agreed in advance with your Line Manager. Annual leave approval will be based on the needs of the school and its operations. Annual leave is to be taken as follows: during Winter Break when the school site is closed and the remaining holiday must be taken during the official school holidays, however cannot be taken during summer INSET or one week prior to the summer INSET week for the new staff induction week (approximately mid-August depending on the academic calendar). For this role there is also a requirement to be available during school holidays to up-date school social media and website when required.

Role Purpose

The Director of Communications is responsible for developing, implementing and managing all internal and external communication strategies and channels for the British School Muscat (BSM) and British School Salalah (BSS). This role ensures consistent, accurate and timely communication across all stakeholders; parents, students, staff and the wider community in alignment with BSM's vision, mission, values and strategic plan. The role requires a blend of strategic planning, content creation, digital platform management, event support and marketing coordination to evolve and strengthen British Schools Oman as a global educational brand recognised and respected for excellence and innovation.

Key Responsibilities

Communication Strategy & Management

- Develop and implement the school's overarching communications strategy and policy, alignment with BSM's vision, mission, values and strategic goals.
- Maintain a clear, consistent and professional tone of voice across all communications, ensuring alignment with the school's brand and values.
- Manage and coordinate all internal and external communication channels for timely, accurate and appropriate dissemination of information.
- Support senior leadership in crisis communication, ensuring messaging is timely, factual and strictly aligned with safeguarding, data protection and school policies.
- Draft press releases, external announcements and community updates and manage media relations.
- Support colleagues across the school in drafting high-quality external communications and publications.
- Ensure clear and regular communication with parents, including coordinating the weekly newsletter in collaboration with the Primary and Senior School Offices.

Digital Platforms & Websites

- Oversee and manage content for the school's public-facing websites, ensuring content is accurate, relevant, and adheres to brand guidelines.
- Manage and maintain various internal Google Sites, including staff and student intranets, Notices sites and the ECA site, ensuring they function as reliable information hubs.
- Monitor user engagement and effectiveness of digital platforms using analytics, driving continuous improvement.

Events Communications & Support

- Provide comprehensive communications support for key school events (e.g. open days, performances, celebrations, parent workshops and staff events).
- Develop and execute coordinated communication plans (pre, during and post-event) to effectively promote and inform stakeholders about events.
- Lead with the organisation and communication for the annual Winter Wonderland event.
- Ensure event photographs are promptly shared with parents.
- Lead a programme of events to celebrate key milestones in the evolution of the school; eg: completion of building phases, 60th Anniversary of British Schools Oman, VIP visits.

Publications, Design & Content Creation

- Lead the design, updating and review of all official school publications, templates and externally-facing staff presentations.
- Collaborate with educational and administrative teams to ensure content accuracy and professional standards.
- Lead and coordinate the production of the annual BSM Yearbook.
- Create and design artwork and materials using graphic design tools (e.g., Canva, Adobe Creative Suite) to support content and communications.
- Lead and ensure strict brand consistency across all platforms and materials and maintain an organised library of brand assets and templates.

WhatsApp Groups Management

- Set up, monitor and manage the school's official WhatsApp groups, ensuring they support, but do not replace, email as the primary communication channel.
- Maintain and update the official WhatsApp Code of Conduct.
- Manage timely posting of reminders and announcements across: Primary School Announcements, Senior School Announcements, Senior School year group channels (Year 7 to Sixth Form), and Primary School class groups and links (in collaboration with the Primary School Office).
- Monitor groups outside of school hours to respond to urgent messages when necessary.

Master Calendar Management

- Lead the creation of and maintenance of the whole-school Master Calendar, including Primary and Senior School events, sports fixtures and music/performance events.
- Proactively identify and resolve scheduling clashes.
- Ensure all events are approved by the Leadership Team and communicated to staff and parents well in advance.

Marketing, Social Media & Media Relations Support

- Line Manage and support the Marketing & Admissions team by providing high-quality content and campaigns to enhance the school's reputation and support enrolment goals.
- Collaborate closely with the Marketing Manager on social media strategy, content creation and scheduling across all platforms.
- Coordinate photography and videography for events, campaigns and publications with the Marketing Manager.

Photography & Media Coordination

- Work with the Marketing Manager to photograph key school events, performances and celebrations, maintaining a consistent and high-quality visual style.
- Coordinate annual photography sessions (individual student, staff and class/team photos) with the external company, managing scheduling and communication.
- Organise the triennial whole-school photograph, including all logistical planning and communication.
- Maintain comprehensive archives of all school photography for various uses and historical records.

Additional Duties

- Maintain an organised archive of all major communications and media assets.
- Uphold the highest standards of confidentiality and discretion when handling sensitive information.
- Actively support school-wide initiatives aimed at strengthening parent engagement and student visibility.
- Commit to the continual improvement of communication systems and processes across the school.
- Carry out other relevant duties as directed by the Principal.

Note

This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

BSM is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Appointments are subject to satisfactory references and DBS/Police Safeguarding clearance.

Signature of Post Holder: _____ Date: _____

Person Specification: Director of Communications

1. Education & Qualifications

Requirement	Essential (E) / Desirable (D)
Degree in Communications, Marketing, Journalism, or a related field.	D
Relevant professional certifications or advanced training in graphic design or digital marketing.	D

2. Knowledge & Experience

Requirement	Essential (E) / Desirable (D)
Proven experience in a Communications, PR, or Marketing role, preferably within an education or not-for-profit setting.	E
Proven experience in developing and implementing communication strategies.	E
Extensive experience managing and updating digital platforms, including websites (e.g., CMS) and social media channels.	E
Strong experience in graphic design and using tools such as Canva and Adobe Creative Suite.	E

Experience in managing high-volume communication channels (e.g., newsletters, group messaging platforms like WhatsApp).	E
Experience in event communications support and media relations.	E
Experience coordinating large-scale photography/media projects (e.g., annual photography, yearbooks).	D

3. Skills & Abilities

Requirement	Essential (E) / Desirable (D)
Exceptional written and verbal communication skills in English.	E
Strong editing and proofreading skills with exceptional attention to detail and accuracy.	E
Excellent organisational skills, with the ability to create and manage complex master calendars and schedules.	E
Proven ability to work effectively under pressure, manage multiple competing deadlines, and prioritise tasks efficiently.	E
Analytical skills to monitor platform effectiveness and user engagement using analytics data.	E

Proficiency in basic photography.	D
Proficiency in videography and video editing.	D
Ability to handle highly confidential and sensitive information with discretion and professionalism.	E

4. Personal Attributes

Requirement	Essential (E) / Desirable (D)
Strong interpersonal skills, with the ability to build effective working relationships with staff, students, parents, and external stakeholders.	E
A proactive, self-starter attitude with a commitment to continuous improvement of systems and processes.	E
Ability to work collaboratively and positively as part of a diverse, multicultural team.	E
Flexibility and resilience to support communications during urgent incidents or outside of standard hours when necessary.	E
Professionalism and a positive, solution-focused approach to all duties.	E